To: 2200 - Atlanta Region, 2210 - Atlanta ROU, 1140 - Boston Chain (KERSHON), 1100 - Boston Region (KERSHON), 2100 - Winston-Salem Region, 2110 - Winston-Salem ROU, 1700 - Pittsburgh Region, 1710 - Pittsburgh ROU, Bellinger, D, Huff, C, Morris, Jim-1340, Bryant, Jim, Swisher, J, Zelles, Linda, 1110 - Boston ROU(PROVENL), 1810 - Cinncinati ROU (WEBSTES), 6610 - Denver ROU, 6210 - Chicago ROU, 6600 - Denver Region, 6710 - Detroit ROU, 6200 - Chicago Region, 1800 - Cinncinati Region (SCHLENM), 6700 - Detroit Region, 5110 - N. California ROU (MORRISL), 6900 - St. Louis Region (VOREMBL), 6910 - St. Louis ROU (JOHNSOK4), 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA), 5810 - Houston ROU (HOWARDC), 5800 - Houston Region (MYERSL), 6310 - Minneapolis ROU (EUBANKS), 5610 - Seattle ROU (SCOTTS), 5600 - Seattle Region (UNDERDK), 5410 - S. California ROU (PECKHAK), 5400 - S. California Region, 1300 - Philadelphia Region (HAYESJ4), 1310 - Philadelphia ROU (METZG), 2310 - S. Florida ROU (FINKLEP), 2300 - S. Florida Region (SMITHJ5), 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), 2910 - Richmond ROU (YOUNGP), 2900 - Richmond (RHYNEJ), Conroy, Marianna, 6300 - Minneapolis Region, (REAUMER), 5100 - N. California Region, (FLOTTMD) DDA:MSMAIL=RJRWS/WSEXCH/1000; O=RJREM; P=WSX400; A=RJR; C=US DDA:MSMAIL=RJRWS/WSEXCH/2000; O=RJREM; P=WSX400; A=RJR; C=US DDA:MSMAIL=RJRWS/WSEXCH/5000; O=RJREM; P=WSX400; A=RJR; C=US DDA:MSMAIL=RJRWS/WSEXCH/6000; O=RJREM; P=WSX400; A=RJR; C=US

DDA:MSMAIL=RJRWS/WSEXCH/YOUNGR; O=RJREM; P=WSX400; A=RJR; C=US

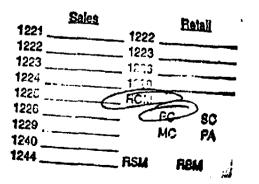
From: 2600 - Dallas Region

Posted: 1/8/98 10:22 Opened: 1/8/98 13:24

Subject: SOUTHLAND/7-ELEVEN VAP PARTICIPATION

To: Distribution

ROU's - Please copy this letter to your Promotions Coordinator.



1842 653



8 January, 1998

J. S. (Jeff) RUMBERGER Key Account Manager

1761 International Parkway Suite 115 Richardson, TX 75081 Phone: 972 / 644-2289

Fax: 972 / 644-8807

TO:

**REGION OPERATION MANAGERS AND REGION** 

**PROMOTION COORDINATORS** 

SUBJECT:

SOUTHLAND / 7-ELEVEN - C.I.D. 0001-XX-XX VALUE ADDED PROGRAM PARTICIPATION

Ladies and Gentlemen.

As information, 7-Eleven will not be participating in our March or April VAP programs. It is our intention to work VAP in 7-Eleven in 1998; however, procedurally, we are not where we need to be to ensure smooth implementation within the 7-Eleven "system".

We are currently working on these issues. Additional information will be forthcoming in the next few weeks.

Should you have any questions, please advise.

Sincerely,

Jeff

Jeff S. Rumberger

/cn

Note: Region Ops. - Please copy this letter to your Promotions Coordinator

co: Managers w/Southland Responsibility, Rick Young, RSM's, AVP's

51842 6538

cl:JSR108